

## CANADIAN LANDMINE FOUNDATION

Clear | Landmines

Your simple click will help  
remove landmines for FREE

## Fundraising goes on-line with new web site

by Chris Gallagher – Canadian Landmine Foundation

The Canadian Landmine Foundation has launched an Internet-based, mine action fundraising web site at [www.clearlandmines.com](http://www.clearlandmines.com)

Based on the extremely successful [www.thehungersite.com](http://www.thehungersite.com), the new site, [www.clearlandmines.com](http://www.clearlandmines.com) raises funds for mine clearance. Site sponsorships are sold to companies and organizations which receive

advertising space on the site and, in return, pay 0.5 cents per visitor per day. Each 0.5 cent donation is estimated to clear 21cm<sup>2</sup> of mine affected land.

The Foundation is planning a large-scale, grassroots effort to encourage people – including school groups, corporations and home-based Internet users – to visit the web site every day.

Advantages to sponsors of the

new web site include reduced advertising costs and higher response rate than traditional web-based advertisements and recognition in the community as a responsible, humanitarian corporation or organization.

For more information visit [www.clearlandmines.com](http://www.clearlandmines.com), or call (416) 365-9461 or 1-877-543-6463. ●

## New executive director brings 25 years of fundraising experience to Foundation

Canada's private, landmine fundraising foundation has named a new executive director.

In June 2000, the Canadian Landmine Foundation appointed Henry J. Botchford, an individual

with over 25 years of senior executive, fundraising experience in the not-for-profit sector

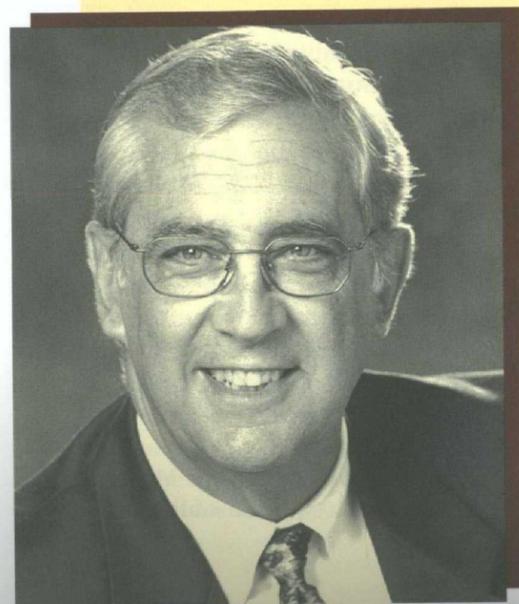
Botchford's extensive experience includes having served as the first Executive Director of the Canadian Special Olympics, President of the Toronto General and Western Hospital Foundation, Chief Executive Officer of the George Brown College Foundation and, most recently, President in Canada of MGI Fund Raising Consulting, Inc.

Botchford has also held the position of National Executive Director of the Canadian Rehabilitation Council for the

The Canadian Landmine Foundation's new executive director, Henry Botchford.

Disabled where he was appointed as the Canadian Secretariat for Rehabilitation International, an international organization representing physically disabled people. It was while working overseas for this assembly that Botchford first became keenly interested in landmine issues.

"The efforts of the Foundation in the first year have established a solid base for sustained action, but we must build on that momentum," says Botchford. "That's why I am pleased with the two new initiatives of the Foundation – Adopt-A-Minefield (Canada)™ and [clearlandmines.com](http://clearlandmines.com). These new initiatives are something we can build on." ●



The Canadian Landmine Foundation has brought the popular Adopt-A-Minefield program to Canada.

Adopt-A-Minefield (Canada)™ seeks sponsors to adopt minefields identified by the United Nations as being in urgent need of clearance. The cost of clearing these areas ranges from thousands to hundreds of thousands of dollars depending on the size and complexity of the demining task.

  
**Adopt-A-Minefield®**  
CANADA  
Clear a path to a safer world

Sponsors may adopt entire minefields or contribute smaller amounts, which are pooled with other contributions. Every dollar donated to the Adopt-A-Minefield (Canada)™ Campaign is forwarded to the United Nations, which coordinates the demining operations.

Adopt-A-Minefield® is a program trademarked by the United Nations Association of the United States. Contributions to the campaign help clear land in Afghanistan, Bosnia and Herzegovina, Cambodia, Croatia, and Mozambique.

For more information about Adopt-A-Minefield visit [www.canadianlandmine.com](http://www.canadianlandmine.com) or call (416) 365-9461 or 1-877-543-6463. ●

While the field of mine action is relatively new, there is an increasing need to demonstrate that initiatives undertaken are achieving results valued by the mine action community and the Canadian public. In addition, developing a better understanding of efficiency and effectiveness of mine action efforts is crucial in order to propose course corrections and to determine the extent of work which remains.

At the December 1998 Ottawa Mine Action Experts Meeting, a consensus emerged among experts on four principal desired outcomes of the efforts to address the global landmine problem.

## DESIRED OUTCOMES:

- ⊙ Clearing all high priority land
- ⊙ Reducing significantly the number of new mine victims
- ⊙ Ensuring that the basic needs of all landmine victims are met
- ⊙ Universalizing the ban on anti-personnel mines.

Measuring progress in  
MINE ACTION

As it has been almost three years since the Ottawa Convention was negotiated, it is natural to ask how well we are doing in achieving our desired outcomes. What is required to answer this question is a set of results measurements – or *performance indicators*.

The Government of Canada is currently undertaking research to develop and refine various indicators of global mine action progress. As part of this effort, experts from

being incorporated in research on 37 proposed indicators related to six themes.

## RESEARCH THEMES:

- ⊙ Improving mine action information and planning
- ⊙ Clearing mined land
- ⊙ Delivering mine awareness education and reducing casualties
- ⊙ Meeting the needs of landmine victims
- ⊙ Ending the use, stockpiling, production and transfer of anti-personnel mines
- ⊙ Sustaining mine action efforts.

Canada and abroad and participants in the Department of Foreign Affairs and International Trade's Mine Action Research Program, met May 4-5, 2000, to discuss this research project and proposed indicators.

Input from participants of this event is now

Watch for the next edition of *SafeLane* for results of this research effort. ●